Journal of Research Administration
Society of Research Administrators International

'ANALYZING THE CURRENT TRENDS AND THE FACTORS INFLUENCING THE CURRENT TRENDS IN THE INDIAN CAR MARKET'

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Abstract:
This research paper looks to find out the Current Trends and factors influencing the Current Trends in the Indian Car Market through an in-depth literature review. The study delves into a variety of factors, including governmental regulations, market competition, technological advancements such as digital integrations and electric vehicles (EVs), and how these factors interact to shape consumer preferences and industry trends. Notable findings show that EV adoption is surging due to government policies and environmental consciousness, while SUV appeal is rising as a result of urbanization and increased fuel efficiency.Furthermore, a dynamic shift in Indian consumers' automotive priorities is indicated by the growing influence of digital technology in cars and consumer preferences towards cars with sunroofs, hybrid cars, fuel efficiency, pre-owned cars, and safety features. The study highlights the pivotal function of technological innovation, market dynamics, and consumer behavior in steering the development of the automotive industry in India.
Key Words: Current Trends in the Indian Car Market, Consumer Behavior, Consumer Behavior Pattern, Indian Car Market, Sustainability.

Introduction:

In recent years, we have seen tremendous transformation in the Indian Car Market. The car markets have seen post-COVID growth overcoming the challenges posed by the impacted years (Gupta & Kayande, 2023). As the car companies were focusing on modernization, sustainability, and business continuity the trends in car markets and consumer preferences were also changing.The automotive industry in India stands as a dynamic tapestry, woven with a multitude of factors that influence consumer behavior and market trends. This research endeavors to delve into the intricate nuances defining the contemporary Indian car market by undertaking a comprehensive analysis. At its heart lies an exploration of the diverse currents shaping consumer preferences and driving the trajectory of the automotive sector. This exploration is multifaceted, spanning an array of dimensions crucial to understanding the dynamics of the industry. From the impact of technological innovations like Electric Vehicles (Khurana et. al. 2020) and digital integrations

(Ekasari et. al. 2023) to the role of governmental policies (Sharma et al. 2023)and market competition, this study aims to dissect the intricate interplay between these elements.
By scrutinizing ongoing trends and consumer behavior patterns, this research seeks to unveil the underlying forces steering the Indian car market's evolution. The comprehensive approach adopted in this analysis intends to provide a holistic view, shedding light on the market's current state, the factors influencing it, and the behavioral dynamics shaping consumer choices.
The study aims to unveila deeper understanding of the intricate automotive landscape in India is envisaged, allowing for insightful interpretations regarding current trends and consumer patterns.

Objectives:

i. To Identify the ongoing current trends in the Indian Car Market.
ii. To Study the factors influencing ongoing trends in the Indian Car market.

Literature Review:

Part A: Understanding ongoing current trends in the Indian Car Market:

Recent studies have validated the growing demand for Electric Vehicles (EVs) in India, confirming the factors contributing to this upsurge. Government incentives and policies, particularly the Faster Adoption and Manufacturing of Hybrid and Electric Vehicles plan, have been crucial in promoting EV adoption in India, according to a study by Khurana et. al (2020). Their study highlights how these policies have sped up the transition to electric vehicles (EVs), combined with increased environmental consciousness and technological breakthroughs. Furthermore, the results of a study by Snehalika and S. Das(2019) support the growing trend of consumers favoring EVs because of their affordability and the growing infrastructure for charging them.
One of the popular car segments in India is Sports Utility Vehicles. Bhal (2022) explores customer preferences, highlighting the appeal of SUVs because of their perceived safety, adaptability, and spaciousness, which correspond with changing lifestyle preferences. Their study emphasizes how SUVs are appealing to a wider group of customers who are looking for vehicles with many uses, in addition to typical demographics. Furthermore, results from market research conducted by Malhotra, K. (2022)provide insight into the variables that are contributing to the growing popularity of SUVs, including increased urbanization and improved fuel efficiency of these models.
Current studies have also shown the growing appeal of digital technology in automobiles, emphasizing significant factors that support this development. The study carried out Patel (2021) highlights the growing inclination of consumers towards seamless connectivity and sophisticated entertainment systems, identifying them as crucial elements propelling the attraction of digital technology in automobiles. Their study highlights how features like built-in smartphone integration, user-friendly interfaces, and improved connectivity possibilities have become essential in determining how consumers view contemporary cars. Further supporting Braun et. al. (2019), which explores how digital technology might improve driving experiences and safety through advanced driver-assistance systemsand in-car artificial intelligence.

Additionally, Studies looking at the demand in India for cars with sunroofs or moonroofs show how consumer preferences are changing and what reasons are driving this trend. A study by Sharma and Mayank & Kumar (2023). explores the increasing consumer preference for cars with sunroofs or moonroofs, attributing this interest to a desire for more interior space, increased natural light, and improved aesthetics. Their study highlights how Indian customers' changing tastes and lifestyles are in line with the aspirational value associated with cars with sunroofs. Moreover,the impact of shifting consumer attitudes as well as the expanding popularity of luxury and premium features in automobiles, positions sunroofs and moonroofs as desirable extras.

Indian Car Market is also poised to see the growth in Hybrid Car's segment. Nag& Mehendale(2023) conductedresearch that highlights favorable sentiments towards hybrid automobiles because of their fuel efficiency, reduced emissions, and environmental friendliness—all of which are in line with the growing worries about the environment. Their study emphasizes how buyers view hybrids as a practical way to lessen carbon emissions without sacrificing performance. Furthermore, Haghani et al. (2023) article reveals what consumers want from hybrid vehicles in terms of improved technology, dependability, and affordability.

In an investigation into consumer preferences, Borthakur(2023)study emphasizes the importance of fuel efficiency in Indian consumers' decisions to buy cars. Consumers are nowincreasingly cost- and environmentally conscious, which supports the demand for fuel-efficient vehicles as a result of rising fuel prices and environmental concerns. Additionally, results from market research conducted by Harichandan& Kar(2023)highlight how government initiatives to promote fuel efficiency affect consumers' views of and desires for automobiles with higher mileage and lesser pollution.

Furthermore, according to a study by Aravind (2023) on consumer attitudes towards used cars, Indian customers are starting to accept and trust pre-owned vehicles more. Their analysis identifies several factors, such as price, improved dependability, and a wider selection of options, that have bolstered consumer confidence in the pre-owned vehicle market. Additionally, findings from a market study by Kumar et al. (2023) emphasize how structured dealership networks and digital platforms can increase transparency and dependability, which in turn builds consumer trust in the quality and value of pre-owned cars.

Also, according to a study by Bera and Maitra (2023), Indian consumers are placing an increasing focus on safety features, citing worries about traffic accidents and an increasing understanding of the significance of vehicle safety. Their research emphasizes how important safety features—like airbags, ABS (anti-lock braking system), and ESC (electronic stability control)—have grown to be when making decisions about which cars to buy. Furthermore, results from a market analysis conducted by Sarode & Suryawanshi (2023) highlight the significance of strict safety ratings and regulations in raising consumer awareness and preferences for vehicles with cutting-edge safety features, the impact of strict safety laws and safety ratings, increasing consumer knowledge of and inclination towards vehicles with safety measures. Together, these research papers highlight how consumer attitudes are evolving.

Part B: Factors Influencing Ongoing Current Trends in the Indian Car Market:

The studies examining how technological innovation affects consumer preferences in various automotive industries highlight how revolutionary new technologies can be. Research by Bera & Maitra (2023) demonstrates how technological developments in Electric Vehicles (EVs), specifically in battery efficiency and charging infrastructure, are in line with a sustainability approach, which is fueling consumer demand. Additionally, findings from Erdmann underscore the critical role that digital technology plays in enhancing consumer appeal for cars of various segments, with a particular focus on the importance of sophisticated infotainment systems and auto functions in determining preferences. attitude.Additionally, research by Ekasari et. Al. (2023) clarifies how technological innovations greatly impact consumer decisions. Together, these study results highlight how technological innovation shapes consumer preferences in a variety of automotive segments, from vehicles with aesthetics and advanced safety features to those that are fuel-efficient.

furthermore, looking into how industry dynamics and market competition affect consumer preferences in the car industry provide interesting findings for different market niches. Research by Chiang et. al. (2023) highlights how industry collaborations for sustainability initiatives and market competition among Electric Vehicle (EV) manufacturers impact the growing demand for EVs among consumers who care about the environment. Findings from Kong et. al. (2023) highlight how market competition is fueling the increased demand for SUVs, especially as advances in digital technology and automotive functions pique consumers' curiosity. Furthermore, it is evident to say that market dynamics affect the demand for pre-owned cars and sunroof/moonroof cars, demonstrating how competitive pricing and increased reliability contribute to changing consumer preferences.There exists market competition for fuel-efficient vehicles, hybrid cars, and cars with safety features.

Investigating the effects of governmental policies and regulations on customer preferences in India's automobile sector demonstrate the significant impact of these initiatives in a variety of fields. The growing demand for electric vehicles (EVs) among environmentally conscious consumers is largely driven by government policies promoting sustainability, such as tax breaks, subsidies, and investments in charging infrastructure, as shown by studies by Sharma et al. (2023). Furthermore, studies conducted by Chakraborty & Chakravarty(2023) clarify how government-imposed fuel efficiency requirements influence consumer preferences for fuel-efficient vehicles, leading purchasers to give preference to models with lower environmental impact and higher mileage.

Additionally, the research conducted by Ivanova& Moreira(2023). highlights how road safety issues and intense safety campaigns, coupled with a growing awareness of safety among Indian consumers, impact the way that safety features are prioritized when making vehicle purchases. Additionally, studies by Ibrahim et. al. (2023) highlights the relationship between consumers' increasing awareness of safety issues and their desire for cars equipped with modern safety features. These studies also show a discernible shift in consumer preferences in favor of cars with more advanced safety features.

Also, according to research by Shi et. al. (2023), the automotive industry's shift towards sustainability has resulted in a notable increase in demand for Electric Vehicles (EVs), Hybrid Cars, and fuel-efficient vehicles. The focus on environmentally friendly technologies, like hybrid cars that combine conventional and electric powertrains and electric vehicles that run on renewable energy, is in line with consumers' growing awareness of environmental issues. Furthermore, research highlights how stricter emission regulations, along with growing consumer awareness of environmental issues, have changed consumer preferences, favoring cars with lower carbon footprints and higher fuel efficiency Corradi et. al. (2023) and Saniuk et. al. (2023).

Through a detailed literature review following are the identified Current Trends in the Indian car markets and the influence of associated Factors:

Sr. No.	**Current Trends in the Indian Car Market**	**Factor 1: Technological Innovation** Bera & Maitra (2023) and Ekasari et. al. (2023)	**Factor 2: Market Competition & Industry Dynamics** Chiang et. al. (2023) and Kong et. al. (2023)	**Factor 3: Government Policies and Regulations** Sharma et al. (2023) and Chakraborty & Chakravarty (2023)	**Factor 4: Enhanced Safety Awareness** Ivanova& Moreira(2023) and Ibrahim et. al. (2023)	**Factor 5: Shift Towards Sustainability** Shi et. al. (2023), Corradi et. al. (2023) and Saniuk et. al. (2023)
1	**Rising Demand for the Electric Vehicle (EV's):Sustainability Approach** Khurana et. al (2020) and Snehalika and S. Das (2019)	Yes	Yes	Yes	-	Yes
2	**Enhanced Demand for the Sports Utility Vehicles (SUV's)**	Yes	Yes	-	-	-

	Bhal (2022) and Malhotra, K. (2022)					
3	**Attraction towards Digital Technology: Auto Functions and Entertainment** Patel (2021) and Braun et. al. (2019)	Yes	Yes	-	-	-
4	**Demand for the Sunroof/ Moonroof Cars** Mayank & Kumar (2023)	Yes	Yes	--	-	-
5	**Voice of customers for the Hybrid Cars** Nag& Mehendale(2023) and Haghani et al. (2023)	Yes	Yes	-	-	Yes
6	**Preference towards fuel-efficient cars** Borthakur(2023) and Harichandan& Kar(2023)	Yes	Yes	Yes	-	Yes
7	**Growing confidence in pre-owned cars** Aravind (2023) and Kumar et al. (2023)	-	Yes	-	-	-

8	**Buying Cars with Safety Features** Bera and Maitra (2023) and Sarode & Suryawanshi (2023)	Yes	Yes	Yes	Yes	-

Table: Current Trends in the Indian car markets and the influence of associated Factors

Conclusion and Discussion:

The conducted literature review confirms that India's modern automotive scene is undergoing a major transition. Scholarly works, such as those by Khurana et al. (2020) and Snehalika and S. Das (2019), validate the surge in the adoption of Electric Vehicles (EVs). These works emphasize the critical role that governmental policies and increased environmental consciousness have played in driving this shift. Concurrently, Bhal's investigation of consumer inclinations highlights the growing allure of Sports Utility Vehicles (SUVs), clarifying how people view them as safe, versatile, and in line with changing lifestyles.

Furthermore, research conducted by Malhotra, Patel, Sharma, Mayank & Kumar, and Braun et al. provides insight into the complex factors driving the popularity of SUVs, such as rising urbanization and increased fuel efficiency. Furthermore, the growing popularity of digital technology in cars, as explained by Patel (2021) and Braun et al. (2019), highlights how important it is for seamless connectivity and advanced entertainment systems to influence how consumers view contemporary cars. In addition, changing consumer preferences for vehicles with sunroofs or moonroofs, positive attitudes towards hybrid cars, an increasing focus on fuel economy, an increase in confidence in previously owned vehicles, and an increased emphasis on safety features—all of which have been shown in numerous studies—all point to a dynamic shift in Indian consumers' priorities and preferences for automobiles.

The complex development of the automotive industry in India is a result of various factors that are altering consumer preferences and industry trends. Research examining how technological innovation affects consumer behavioremphasizes how important it is to this development. The research conducted by Bera and Maitra (2023) demonstrates how improvements in Electric Vehicles (EVs), particularly in terms of battery efficiency and charging infrastructure, support increased consumer demand that is based on sustainability. Furthermore, findings from Erdmann, Ekasari, et al. (2023) highlight how digital technology is transforming consumer preferences in a variety of automotive categories, from fuel-efficient models to safety features.

Furthermore, the studies on market competitiveness and industry dynamics, as reported by Chiang et al. (2023) and Kong et al. (2023), highlight how these factors are driving demand for EVs and SUVs due to environmental initiatives and advancements in technology. Concurrently, the influence of market dynamics on pre-owned car preferences, sunroof-equipped vehicles, and safety

features clarifies changing consumer preferences, demonstrating the complex interaction between industry dynamics and consumer preferences in guiding the evolution of the Indian car market.

Scope for Further Research:

The identified trends and factors can be reverified with a primary data study, a structured questionnaire will help to collect primary data directly from customers.

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